IN THE CLAIMS:

Please cancel claims 1-26 without prejudice or disclaimer, and substitute new

Claims 27-52 therefor as follows:

Claims 1-26 (Cancelled).

27.   (New) A method of providing multimedia service contents to at least one

terminal via a wireless network including the steps of:

generating delivery packets conveying both said service contents and a

corresponding service logic;

transmitting said packets to said at least one terminal; and

receiving said packets at said at least one terminal and interpreting said packets

to obtain presentation of said multimedia service contents at said at least one terminal

according to said corresponding service logic, whereby both said contents and said

corresponding service logic being on said at least one terminal, said multimedia service

contents can be presented interactively at said at least one terminal.

28.   (New) The method of claim 27, comprising the step of defining said

corresponding service logic as a delivery application logic common to a plurality of

multimedia services in combination with at least one add-on cartridge specific to a given

service.

29.   (New) The method of claim 28, further comprising the steps of:

providing a server adapted to transmit said delivery packets to said at least one

terminal; and

generating a new multimedia service for the delivery to said at least one terminal by generating a respective add-on cartridge.

30.   (New) The method of claim 27, comprising the step of providing at said at least one terminal at least one presentation and interaction module.

31.   (New) The method of claim 27, further comprising the step of providing at said at least one terminal the service logic permitting at least one sequence of screens to be managed at said at least one terminal.

32.   (New) The method of claim 27, further comprising the steps of:

providing a plurality of information content building blocks adapted to be shared by a plurality of multimedia services, wherein said service logic is adapted to co-ordinate differently said basic building blocks for different multimedia services.

33.   (New) The method of claim 27, further comprising the steps of generating said delivery packets on the basis of a service standard template.

34.   (New) The method of claim 33, wherein said service template is defined in a markup language such as XML.

35.   (New) The method of claim 27, comprising the step of using a mobile communications network as said wireless network.

36.   (New) The method of claim 35, comprising the step of selecting said mobile communications network as one of a GPRS and a UMTS network.

37.   (New) The method of claim 36, further comprising the step of transmitting said delivery packets via the data channel of said one of a GPRS and a UMTS network.

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38.   (New) The method of claim 27, further comprising the step of transmitting said delivery packets via a transport protocol selected from the group consisting of MMS, HTTP and HTTPS.

39.   (New) The method of claim 27, further comprising the steps of:

providing said at least one terminal with a presentation and interaction module; and

providing said at least one terminal with an interpreter module for mapping the actions and contents conveyed by the delivery packets onto said presentation and interaction module.

40.   (New) A client-server system for providing multimedia service contents to at least one terminal via a wireless network comprising:

a server configured for generating delivery packets conveying both said multimedia service contents and a corresponding service logic;

said wireless network for transmitting said packets to said at least one terminal;

said at least one terminal being configured for receiving said packets and interpreting said packets to obtain presentation of said multimedia service contents at said at least one terminal according to said corresponding service logic, whereby both said contents and said corresponding service logic being on said at least one terminal, said multimedia service contents can be presented interactively at said at least one terminal.

41.   (New) The system of claim 40, wherein said server is configured for defining said corresponding service logic as a delivery application logic common to a

plurality of multimedia services in combination with at least one add-on cartridge specific to a given service.

42.   (New) The system of claim 41, wherein said service is configured for generating a new multimedia service for delivery to said at least one terminal by generating a respective add-on cartridge.

43.   (New) The system of claim 40, wherein said server is configured for providing a plurality of service content building blocks adapted to be shared by a plurality of said multimedia services, wherein said service logic is adapted to coordinate differently said basic building blocks for different multimedia services.

44.   (New) The system of claim 40, wherein said server is configured for generating said packets on the basis of a service standard template.

45.   (New) The system of claim 44, wherein said service template is defined in a markup language such as XML.

46.   (New) The system of claim 40, wherein said wireless network is a mobile communications network.

47   (New) The system of claim 46, wherein said mobile communications network is one of a GPRS and a UMTS network.

48.   (New) The system of claim 47, wherein said delivery packets are transmitted to said at least one terminal via the data channel of said one of a GPRS and a UMTS network.

49.   (New) The system of claim 40, wherein said delivery packets are transmitted to said at least one terminal via a transport protocol selected from the group consisting of MMS, HTTP and HTTPS.

50.   (New) A terminal for use as said at least one terminal in the system of claim 40, said terminal including an interpreter module for processing the actions and contents conveyed by said packets onto a presentation and interaction module.

51.   (New) A computer program product directly loadable in the memory of a computer and including software code portions for performing the steps of claim 27, when said product is capable of being run on a computer.

52.   (New) A computer program product directly loadable in the internal memory of a computer and comprising software code portions for implementing the terminal of claim 50, when said product is capable of being run on a computer.